

Hyperion System 9 BI+ Essbase Analytics And Hyperion System 9 BI+ Enterprise Analytics

The *Hyperion® System™ 9 BI+™ Essbase Analytics™ (Essbase Analytics)* and *Hyperion System 9 BI+ Enterprise Analytics™ (Enterprise Analytics)* modules combine to provide the first enterprise-class, real-time analytic infrastructure to meet all the needs of the most demanding enterprise business intelligence and performance management applications. Together with other modules of the *Hyperion System 9 BI+* platform, *Essbase Analytics* and *Enterprise Analytics* offer the industry's broadest support for your business intelligence analytics requirements.

Highlights

- Gain rich insight into your business
- Move beyond silos of business intelligence and disconnected spreadsheets
- Understand customer segments and behavior patterns
- Rapidly discover trends and highlights in large datasets with an innovative visual interface
- Gain deep analytic power and responsiveness for thousands of simultaneous users
- Reduce costs with easy, fast development, deployment, and maintenance
- Rely on robust security

Enterprise-class, real-time analytics for business intelligence and performance management visibility and success

Can you link all your existing systems, preserve your current technology investments, and provide the deep, consolidated view into your business that your decision makers require? Can you do it easily and reduce the costs to develop, deploy, and maintain the solution? Now you can. Whether your company's most pressing objective is to analyze finances and spending, merchandise planning, customer churn and behavior, customer profitability and lifetime value, product profitability, workforce, or capacity planning—*Essbase Analytics* and *Enterprise Analytics* are the best choice.

Essbase Analytics

Able to model the most complex business scenario, *Essbase Analytics* performs sophisticated analysis at the speed of thought for thousands of concurrent users. Using best-in-class interfaces, it delivers meaningful insights that are easy to interpret and understand even by nontechnical business users. If you need an analytics engine for managing finance or any other business area in your company, *Essbase Analytics* can deliver all the analysis you require through either a single, stand-alone deployment that fully utilizes data from your enterprise data sources, or as the foundation for custom or packaged business performance management (BPM) solutions.

Enterprise Analytics

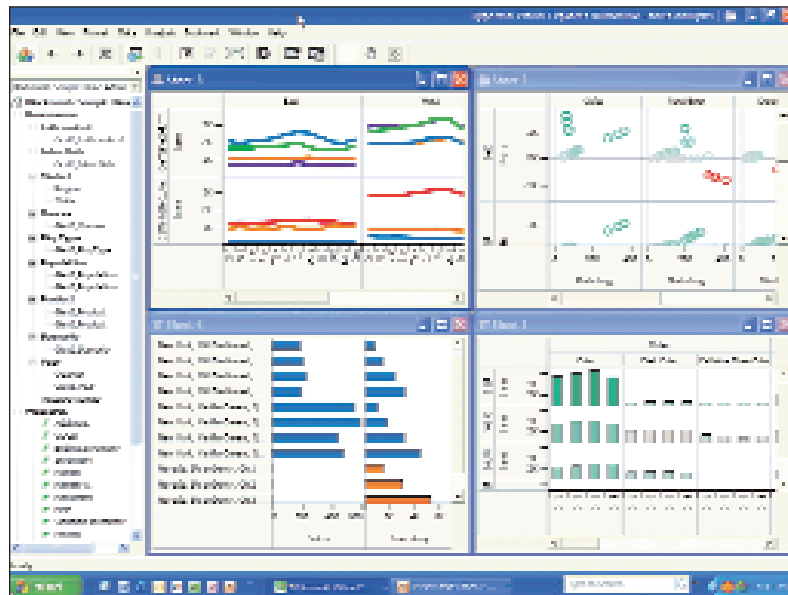
Enterprise Analytics delivers unmatched performance and large user-community support across massive datasets. The industry's first multidimensional optimizer delivers rapid batch load and calculation times to support faster and more-frequent data refreshing in critical business intelligence applications. By providing up-to-the minute, dependable information, it helps your decision makers make accurate decisions.

In addition, *Enterprise Analytics* supports highly dimensional models with tens of millions of members, allowing analysis at the most detailed level—all while supporting large numbers of users.

Essbase Analytics and *Enterprise Analytics* work seamlessly together and allow analytic applications to leverage highly complex analytical models that scale in size and support large user communities.

Delivers meaningful insights with best-in-class interfaces that are easy to use

Using best-in-class interfaces, Essbase Analytics delivers meaningful insights that are easy to interpret and understand even by nontechnical business users.



Key Benefits And Features

Gain rich insight into your business

Essbase Analytics supports more than 250 sophisticated algorithms out of the box, with extensible analytics and procedural calculations built on centralized logic and business rules.

- *Financial functions* such as Net Present Value, Rate of Return, and Compound Growth are important for translating strategic goals into operational plans, evaluating competing requests for capital expenditures, and tracking the effectiveness of capital investment decisions. Expense reporting is as easy as tagging members that require expense computation, making all subsequent calculations involving those members “expense aware.”

- *Time series algorithms* track moving minimum, maximum, and average inventory levels.
- *Statistics and data mining* are important to predict customer purchasing behavior based on a variety of pricing and promotional strategies.

Microsoft Office integration

Hyperion System 9 BI+ provides advanced Microsoft Office integration so business users can leverage Microsoft Excel, Word, Outlook, and PowerPoint as interactive access points to centralized analytic data. Support for advanced Microsoft Office features such as Point of View and Smart Tags enhances end-user automation and productivity. Secure, multi-user write back allows users to interactively create forecasts, budgets, and plans to allocate resources.

Understand customer segments and behavior patterns

With the understanding of customer segments and behavior patterns that *Essbase Analytics* delivers, you can take charge and more confidently direct your advertising, marketing, and customer loyalty program dollars much more effectively.

- *Clustering, attributes, and set analysis* are features of *Essbase Analytics* that make it easy for you to create value segments; assess customer affinity to a particular message, product, or service; and determine which communication channel to use for cross-sell and up-sell campaigns into different segments.

Rapidly discover trends and highlights in large datasets with an innovative visual interface

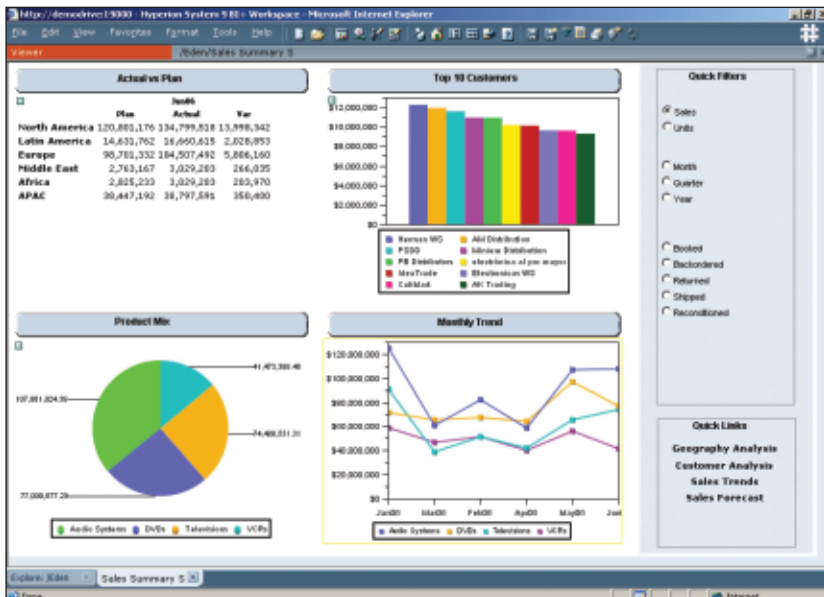
Essbase Analytics and *Enterprise Analytics* are easy to use and allow even novice database users to rapidly discover trends and highlights in large datasets.

- *Easy, ad hoc navigation and analysis* is delivered by *Hyperion System 9 BI+ Visual Explorer™*, a drag-and-drop visual analysis environment that provides a live visual window into *Essbase Analytics* and *Enterprise Analytics*. This innovative interface delivers easy, ad hoc navigation and analysis of highly multidimensional information, and delivers automatic and continuous displays of analysis for a faster time-to-understanding for even nontechnical users.

Gain deep analytic power and responsiveness for thousands of simultaneous users

Essbase Analytics and *Enterprise Analytics* deliver sub-second response times for sophisticated analysis of terabytes of data for thousands of simultaneous users, allowing IT to meet commitments to business users and giving business users speed-of-thought responsiveness to manage performance in real time.

- *User scalability features* such as caching, multi-threading, partitioning, and cross-platform support enable IT to use fewer, lower cost servers to support large numbers of analytic applications and large user communities.
- *Support for 64-bit architectures* further raises limits for larger analytical models and shorter calculation times, extending the potential size of analytic applications, increasing the number of concurrent users, and increasing the number of analytic applications available at any one time.
- *Robust N-tier architecture* provides connection pooling, load balancing, and automatic failover, which helps IT meet the most stringent service-level requirements.
- *Distribution of processing* across multiple physical servers, provided by *Hyperion System 9 BI+ Analytic High Availability Services™*, increases application availability while providing a fault-tolerant environment that can refresh without interruption to user queries. Thus, business users gain 24/7 access even during IT maintenance, and new servers can be easily added to support growing application volumes, query volumes, and user communities.



By providing highly detailed information available about the business, Enterprise Analytics delivers the insight to help managers make better informed decisions.

Reduce costs with easy, fast development, deployment, and maintenance

Manageability features of *Essbase Analytics* and *Enterprise Analytics* make it easy to quickly address business needs at a lower cost of development, deployment, and maintenance.

- *Manageability features* include packaged BPM applications, J2EE, and .Net development tools, certified ERP/CRM application integration adapters, administrative wizards, automated maintenance scripts, Unicode support, and reusable dimensions, hierarchies, and business rules.
- *The open architecture* helps lower costs to develop, deploy, and maintain solutions by leveraging the skill sets of systems administrators, database administrators, and application developers while flexibly allowing you to adapt as your IT infrastructure evolves.

Rely on robust security

As modules of the *Hyperion System 9 BI+* platform, *Essbase Analytics* and *Enterprise Analytics* integrate with the platform's common authentication system so you can reduce the administrative and maintenance costs of users integrating with LDAP, MSAD, and NTLM authentication systems.

- *Control of user access* down to the individual cell level which safeguards sensitive information.
- *Group- and role-based security models* allow your users to access the information they need to drive performance while supporting the access control you require.

Hyperion consulting, education, and support services

From implementation to training to technical support, Hyperion professionals work together to transform your software into powerful solutions that support your decision making and drive superior business performance. We offer everything you need to help your organization achieve its performance goals. Visit www.hyperion.com/services for more information.

Learn more

Visit www.hyperion.com/products for more information on *Hyperion System 9* and what it can do for you. Or for immediate assistance, go to www.hyperion.com/contactus or call your Hyperion sales representative.

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